

MM 93-48

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OCT 11 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

From: <MCCULLEY@urvax.urich.edu>
To: A16.A16(kidstv)
Date: 10/10/95 9:01pm
Subject: Quality programming

DOCKET FILE COPY ORIGINAL

Hello,

I am a parent and a librarian and I am writing in regard to MMDocket No. 93-48. I am very concerned about the Children's Television Act of 1990 and the FCC's role in assuring quality programming for children. I hope you will consider rules that assure quality and educational programming for children by broadcasters and that it be aired at appropriate times. TV could be used to teach children, as well as adults, many skills to assist them in daily life. The FCC should make sure this happens.

Thank you,

Lucretia McCulley
Richmond, VA mcculley@urvax.urich.edu

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MM 93-48

From: E-MAIL GENERAL (E-MAIL GENERAL) by way of jgrogan@vortex.netbistro.com John Grogan
To: <alawash@ALAWASH.ORG>
Date: 10/10/95 9:11pm
Subject: MM Docket No. 93-48

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OCT 11 1995

Box 342
Valemount, British Columbia
Canada, V0E 2Z0
October 10, 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Secretary, Federal Communications Commission
1919 M Street, NW
Washington, D.C.
U.S.A. 20554 via e-mail: kidstv@fcc.gov

DOCKET FILE COPY ORIGINAL

MM Docket No. 93-48

Dear sirs,

The current review of childrens' programming is of great concern to me as a parent, and educator, and as a Library Board Trustee. Although you will note I am of a Canadian address, Canadian children are affected by American Television programming directed at children. In the village of my residence, we receive WXYZ Dertoit. You will note that we receive its programming two hours earlier than intended due to us being in a different time zone.

I am particularly sensitive to the issues of violence, advertising directed at children, and the mind numbing properties associated with too much viewing.

It is my opinion some guidelines should be established to ensure some minimum daily educational programming. Television has become a "Gateway Drug" of mindless consumerism, gratuitous violence, and poor taste.

Ricki Lake is not suitable for children. Neither are Power Rangers or much of the other daytime programming. There is far too much drivel.

Childrens' programming should be specifically designed to educate and inform children and be at least thirty minutes in length, regularly scheduled and aired between 7am and 11pm (local time).

Thank you for your kind attention.

Sincerely,

John Grogan

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From: Unprivileged user <nobody@wwa.com>
To: A16.A16(KIDSTV)
Date: 10/10/95 10:16pm
Subject: The giveaway of the public airways

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OCT 11 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

I do not support the give-away of the public airways to an industry that has already proven that it cannot be trusted to transmit decent programming, reliable and honest news coverage, and is only stimulated by the quest for immediate profits.

Please allow these spaces to go to others who will use them wisely, and also use the funds generated from the sale to help decrease the size of the debt. I am surprised by both the Republicans & Democrats for being so tight-lipped about this! What are you doing???

Glenn Valentine
115 Wooden Shoe Ct
Christiansburg, VA 24073-1276

email: gvalenti@bev.net

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OCT 11 1995

From: <hhamilt1@ic3.ithaca.edu>
Date: 10/11/95 1:04am
Subject: Re: your mail

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I disagree to Jfriedmans views on violence in television. I don't think that talk shows are necessarily the problem. They may have teenagers having sex, but they aren't encouraging it. If anything they have an entire audience of people repremanding them. Talk shows are pretty cheap, but for the most part they're tring to talk some sense into these people with the help and views of the audience. Also I don't think that many children watch talk shows. I have never seen a child patient enough to sit through a talk show, they usually want to watch something more action packed.

CC: A16.A16(kidstv),FCCMAIL.SMTP("massmedia@liber.itha...

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From: Richard Burkhart <Dick_Burkhart@msn.com>
To: 'kidstv@fcc.gov' <kidstv@fcc.gov>
Date: 10/11/95 1:08am
Subject: Children's Television Act

DOCKET FILE COPY ORIGINAL
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

The violence and bad attitudes that dominate so much TV programming watched by children are taking an increasing toll on families, schools, and communities. Sure, most kids from strong families can survive it. But in all too many families, TV is the prime baby sitter and child raiser. Some think that fighting and nastiness are the only ways to resolve conflicts. No wonder they become hell for teachers and neighborhoods, and move easily into gangs, delinquency, drugs, sexual abuse, bigotry, and worse.

As a director of the Auburn School District, I ask you to obtain a commitment by the television industry to greatly reduce the violence and degrading behaviors that are so prevalent. Children will learn respect and responsibility when they are inspired with the good they can achieve, even against the odds.

Dick_Burkhart@msn.com
206-735-1712
129 J St SE

Auburn, WA 98002-5635

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OCT 11 1995

From: <jgabari1@ic3.ithaca.edu>
Date: 10/11/95 1:18am
Subject: Re: your mail

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I grew up watching Rambo and Gi joe all the time and Now i'm a Pacifist. Violent people aren't violent because they watch too much TV, they ARE VIOLENT BECAUSE they are stupid primates that are still stuck in the trees. They way to prevent violence is educate properly and to remove violent people from society. The TV is a mirror image of the world we live in. By stopping violence in society the amount violece on Television would go down. Peace

CC: A16.A16(kidstv),FCCMAIL.SMTP("massmedia@liber.itha...

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From: <ecmittag@mmm.com>
To: A16.A16(kidstv)
Date: 10/11/95 5:21am
Subject: RE: MM Docket No. 93-48

OCT 11 1995

FEDERAL COMMUNICATIONS COMMISSION
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To Whom It May Concern:

My name is Erika Mittag. I am a technical librarian for a Fortune 50 company and the parent of a new kindergartener. I am very concerned about the quality of programming available for children on the major broadcast networks. With the notable exception of PBS, what passes for children's programming on the major networks is a joke and an insult to the intelligence of children. Reruns of decades-old sit-coms and cartoons full of violence and practically devoid of any moral sensibility are not going to improve the minds of children. Television can be a powerful teaching tool as PBS, The Learning Channel and the Discovery channel have demonstrated, however many families, especially those whose children are most in need of additional reinforcement in education, cannot afford or do not have access to many of these cable-only services.

The estimated value of the free access to the airwaves for broadcasters has been stated as \$37 billion. I don't think it is too much to ask that these broadcasters be required to provide at a minimum one hour per day (one twenty-fourth of this resource) as designated core educational programming that is regularly scheduled and specifically designed to educate and inform children. Of course, it would be especially helpful if the programs were broadcast while children are awake - between the hours of 7 am and 11 pm - not everyone has a VCR and many of those who do have trouble programming them.

I would urge you to make this provision a requirement for broadcasters using our public airwaves.

Sincerely,

Erika Mittag
2506 Wildlife Run
Cedar Park, TX 78613

512-259-0569 (h)
512-984-3236 (w) ecmittag@mmm.com

CC: FCCMAIL.SMTP("US218377@atlas.mmm.com")

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From: Doug Schell <drschell@nando.net>
To: A16.A16(kidstv)
Date: 10/11/95 7:13am
Subject: MM Docket # 93-48

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

I am a University Professor who has raised six children. A major concern I've had as I teach is the lack of historical perspective of my students, especially of the the Constitution and the U.S. in general. There seems to be inability to place current challenges within a context of past successes and failures. I would hope as you evaluate TV children's programming that you will set guidelines to help remedy this deficiency.

I would also like to encourage you to get balance in programming by contracting with others besides the National Education Association (NEA), who I believe have a political agenda quite out of line with mainstream America. I would appreciate input from religious leaders including historians from Brigham Young University.

Thank you for your consideration.

Dr. Douglas W. Schell

Box 1295

Pinebluff, NC 28373 office (910) 521-6463 home voice/fax (910) 281-2009 e-mail office
schell@sassette.pembroke.edu e-mail home drschell@nando.net

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MM 93-48

From: A. James Bothmer <JBOTHMER@hslpharmacy.creighton.edu>
To: A16.A16(kidstv)
Date: 10/11/95 8:46am
Subject: Children's TV

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Secretary, Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

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The Honorable Secretary:

Referring to docket number: MM docket No. 93-48, as a librarian and parent I am concerned that the educational programming quality on tv is being compromised and eroded.

I would like to see at the very least of one hour of "core" educational programming daily.

Quality "core" programs should be:

specifically designed to educate and inform children
at least thirty minutes in length
regularly scheduled
aired between 7am and 11pm

I appreciate your consideration and concern.

Sincerely,

Jim Bothmer
Librarian and Parent

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From: Quinn, William W. <76451.1323@compuserve.com>
To: FCC Chairman <kidstv@fcc.gov>
Date: 10/11/95 9:10am
Subject: MM Docket # 93-48

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FEDERAL COMMUNICATIONS COMMISSION
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Dear FCC:

You know, I suppose some people don't buy into the notion that the airwaves are a public resource. To them, the idea of the government licensing or leasing is a kick in the pants to free enterprise and a first amendment violation to boot.

But these people are wrong. I live right by the Mississippi river, and I see the ships and barges going by every day. Without a central authority to keep the channel marked and traffic under control, you would have chaos. The government does have a responsibility in such areas of public commerce, and private enterprise in its turn must pay fees and comply with guidelines for responsible use.

It is therefore only a minimal request, given the pervasiveness of television, that daytime programming should include material of an educational nature, specifically designed for children. True free market advocates would say that such regulation would not be needed if government really kept its hands off: the most successful capitalist will have a long-range, enlightened view of his own self-interest, and would naturally include such programming. But in real life, the people who run businesses are not visionaries such as are found in the novels of Ayn Rand. They are driven by the quarterly bottom line and will pollute the airwaves as readily as they pollute the environment, in the absence of government regulation.

Therefore do not shy away on this issue, my friends: compel the broadcasters to include real educational programming, as recommended by the American Library Association and others.

Thanks for you attention.
Bill Quinn

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From: <aiaffal1@ic3.ithaca.edu>
Date: 10/11/95 9:31am
Subject: Re: your mail

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I really disagree with jgabri on this point. Although violence is never a preferred option, it is sometimes necessary. If our country hadn't resorted to violence at one point, we would still be a British colony, or we would still be peddling black people on the market like cattle. Violence should be a last option, but it is definitely not the resort of primates swinging from the trees. In my opinion it is very difficult to gauge the amount of affect people get from violence on T.V., because we do not sit down with kids and watch their shows, then follow them around, looking for some sort of effect. If these shows have an effect on children we will find it, but not until much more research is done on the topic. To make a snap judgement such as to say "Make love, not war, because all war is stupid", we are putting ourselves in just about as dangerous a position as we would were we to run around fighting other nations all the time. One last point that I will make here (because I've just realized that this whole letter is hazy and incoherent) is that education is not the sole answer to violence. If anything, through the past, governmental leaders have kept wraps on knowledge, because they were afraid of revolutionary, violent acts against the standing regime. I believe in fighting for something you strongly believe in, as long as it is the absolute last resort. And now that I've come to absolutely no point, are there any retorts?

aiaffal1
Anthony Iaffaldano

CC: A16.A16(kidstv),FCCMAIL.SMTP("massmedia@liber.itha...

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From: Lincoln Parish Library <linlib2@lincoln.lib.la.us>
To: A16.A16(kidstv)
Date: 10/11/95 10:01am
Subject: Children's programming

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FEDERAL COMMUNICATIONS COMMISSION
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As the mother of a five year old I would like to express my opinion regarding children's television. I feel networks should be required to transmit at least 30 minutes a day of non-violent, educational programming for each age group, including on weekends. Age groups could be pre-school, elementary school age and teenagers or young adults. Programming should be transmitted between 7 am and 11 pm without commercials (at least for pre-school and elementary school ages). Programming should ideally be entertaining and activity or thought provoking, i.e. stimulate kids to want to know more or to get up and get physically or creatively involved.

If the FCC does not want to mandate type of programming, I feel strongly that children's programming should be non-violent and without commercial interruption.

Thank you for your attention in this matter. Tosca O. Gonsalves, Public Services Librarian.

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From: Phil Leinbach <leinbach@mailhost.tcs.tulane.edu>
To: A16.A16(kidstv)
Date: 10/11/95 10:44am
Subject: MM Docket No. 93-48

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

As the grandfather of two boys, ages 6 mos. and 2, I am vitally concerned about children's programming on television. With the growing pervasiveness and easy availability of TV, the broadcasters must be required to provide quality programming -- at least a minimum amount. I urge that the FCC not assign the airwaves without requiring educational and informative children's programming during regularly scheduled popular hours. Thank you.

Philip E. Leinbach, 7530 St. Charles Ave., New Orleans LA 70118. Philip E. Leinbach, University Librarian
Howard-Tilton Memorial Library

Tulane University
New Orleans LA 70118
504-865-5131
504-865-6773 (Fax)

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From: Tom Lee <leet@nicanor.acu.edu>
To: A16.A16(Kidstv)
Date: 10/11/95 11:18am
Subject: KidsTV

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Dear Sir:

Please do the right thing and make the networks (and others) play good programming for children. My family and I have almost completely abandoned TV for the vcr. However, when educational programming does come on, we watch it. TV has such great power to educate but, TV is becoming more and more a big nothing. It really does not matter to me if you bring on a zillion more channels if they are all the same as before.

Sincerely,

Thomas E. Lee, Jr.

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From: Elizabeth Espinosa-Pardo <espinosa@cp10.es.xerox.com>
To: A16.A16(kidstv)
Date: 10/11/95 12:53pm
Subject: Quality children's programming

OCT 11 1995

docket number: MM Docket No. 93-48

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Hi!

My name is Elizabeth Espinosa-Pardo. As a concerned parent, I demand quality children's programming! Most of the programs aimed at young viewers on regular television are deplorable! So much violence and not much educational value! If this situation does not improve, my daughter will only watch public television! I believe that educational programs can help to reinforce some of the things children are taught in school. Maybe these programs can help to boost test scores. Television is a powerful tool in that can be used to reach millions of young viewers and to make learning fun. The Processing Guideline should consist of three hours of "core" educational programming daily. Quality core programs should be educational and informative, at least thirty minutes in length, regularly scheduled, and aired between 7am and 8pm.

If broadcasters do not want to give the public quality children's programs with some substance, the \$37 billion worth of free access to the airwaves should all be given to public television!

Thank you,
Elizabeth Espinosa-Pardo

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From: <lcooper1@ic3.ithaca.edu>
To: A16.A16(kidstv)
Date: 10/11/95 2:23pm
Subject: Re: I'm sure you're dying to read this!

OCT 11 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

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Dear FCC Commissioners,

> > > > There are so many arguments against television stations being > > irresponsible and unreliable for their procedured and for what their > > viewer's obtain from their programming. I feel this view id wrong. It's > > not the sole responsibility of a television station to make sure morals > > and lessons are properly distributed amongst their shows. They take what > > the general public wants and requests and fulfills their needs. These > > "offensive" television programs wouldn't even be on the air, if a general > > consensus didn't want them there in the first place.

> > I feel television stations should put more movies for children on > > their channels. There are so many quality movies such as, "Little > > Giants", "The Sandlot", or "Little Rascals", that children could enjoy > > that wouldn't even have to be edited for language. This way children > > wouldn't feel left out when movies are put on TV supposedly for all > > audiences.

> > A lot of parents and educators say many cartoons are > > inappropriate for children to view, when children are in fact their terget > > audiences. But I disagree. Not all "violent" cartoons are negative for > > children to watch. Many of these shows teach lessons that are important > > for kids to learn, when kids tune their parent's words and rules out.

> > The argument that cartoons bring out the violent nature in > > children is unjustified. When kids fight in mimicking their favorite > > cartoo characters, they are fighting against the "bad guys". They don't > > go up to teachers, parents, and other adults and punch or kick them. > > Maybe their ideas of saying no, and fighting against the "evil people" > > can help protect them when it comes to being abducted or molested by > > strangers. The commercials that teach adolescents about staying in > > school, saying no to drugs, and safe sex are produced for their benefit. > > Are advocates saying these are also inappropriate for kids? These > > commercials also come from mostly during children broadcasting. If no one > > is allowed to watch, what good do they do?

> > There's an unspoken law between children that when they "fight" > > like their favorite television characters, it's only play. Siblings fight > > all the time, and in many instances even more viciously than on > > television. No one says every brother and sister are going to grow up > > being abnormally violent. > > There are many programs on television that aren't quality, that > kids shouldn't be watching. Impressionable children who can't always be > watched, should be raised by raised by parents with good and moral > values, to know the difference between right and wrong, despite what > television says.

> Maybe children should be exposed to more real aspects of life, > and limiting their freedom to make their own choices isn't the way to > teach them. Parents always have the opportunity to decide how much > freedom their children have, but the television stations should give > children as much opportunity, with better programming, that suits > everyone's needs. > I also think parents, teachers, and other adults are > underestimating adolescents. They're actually a lot more intelligent and > have much more common sensethan they are credited for. Impressionable > children who can't always be watched, should be raised by parents with > good and moral values, to know the difference between right and wrong, > despite what television says. Kids get so much information from the > outside world, without even realizing it. Even without television kids > would learn violent behavior from things they just see on the street.

I hope I have shown that not all opinions of television programming is bad. It's always important to remember that pouring as much sex and violence into television just so more people will watch is wrong, but not all television is insensitive to their viewers.

Thank you for your cooperation,

Lesley Cooper

CC: FCCMAIL.SMTP("massmedia@liber.ithaca.edu")

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FEDERAL COMMUNICATIONS COMMISSION
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From: <Joann_Long@wb.xerox.com>
To: A16.A16(kidstv)
Date: 10/11/95 2:39pm
Subject: Kid's TV MM Docket No. 93-48

October 12, 1995

Joann K. Long
2906 Wheeler Station Rd.
Bloomfield, N.Y. 14469

DOCKET FILE COPY ORIGINAL

Dear sir:

I am a parent concerned with the quality of children's programming. I understand that congress is poised to give broadcasters \$37 billion worth of free access to the airwaves. If the FCC and Congress are giving away this lucrative spectrum space, at the very least, quality children's programming must be expected in return. I suggest the following guidelines:

The Processing Guideline should consist of one hour of "core" educational programming daily.

Quality "core" programs should be:

- specifically designed to educate and inform children
- at least thirty minutes in length
- regularly scheduled
- aired between 7 am and 9 pm.

Violence in programming be minimized.

On MM Docket No. 93-48, please ensure quality children's programming for the mental health and well being of future generations.

Sincerely,

Joann K. Long

(signed electronically)

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From: Judith Downie <judith_downie@csusm.edu>
To: kids tv <kidstv@fcc.gov>
Date: 10/11/95 2:47pm
Subject: MM Docket No. 93-48

OCT 11 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY
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Subject: Time: 10:34 AM
OFFICE MEMO MM Docket No. 93-48 Date: 10/11/95

MM Docket No. 93-48

I am writing in order to express my opinion and desire for increasing the strength of the guidelines in children's programming. I am the mother of a 4-year-old and librarian in a university setting.

I am very disturbed by the violence exhibited by children I see on this campus and in the public venue, both the younger students and the children many of them bring with them in order to study in the library or go to class. These children for the most part cannot interact with others in a pleasant or thoughtful way--behaviors not encouraged or even demonstrated in most of today's children's programming.

These children are bored by books or any project which needs more than 5 minutes to complete as they have not developed attention spans which encourage the skill of patience. They and their parents, who have also grown up with this programming, expect everything to come out of a video or computer screen, and it must come immediately.

Quality programming would be encouraging of the principles of fair play, patience, and creative thought processes. I have viewed almost every "child's" program on television before allowing my daughter to watch and have found almost none acceptable outside of the programs offered on Public Broadcast. If they are not openly biased, they at the least, ignore other cultures, pleasant emotions and basic reasoning skills in what is presented.

I cannot urge strongly enough the issuance of guidelines which would not censor any programs, but encourage the development of choices of a nature which would give parents and educators some choice.

Thank you,
Judith Downie

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FEDERAL COMMUNICATIONS COMMISSION
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From: paul Schomburg <pschom@nmaa.org>
To: Chairman Reed E. Hundt <KIDSTV@FCC.GOV>
Date: 10/10/95 5:43pm
Subject: Children's Television

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Dear Chairman Hundt:

As the parents of two girls, age 3 and 5, we are writing to ask you to please vote for new rules to require television stations to provide a specific amount of educational programming for children each week. We believe a minimum of 3-5 hours per day should be required. Additionally, we are especially concerned with the amount of graphic violence in animated and live features targeted at children. Programs such as "Power Rangers" and "X-Men" portray violence as a solution to individual problems - certainly not the emphasis our society needs.

In its notice of proposed rule making, the commission proposed 6 basic principles. We would like to address our comments to these issues:

(1) "The program is specifically designed to meet the educational and informational needs of children ages 16 and under (i.e., has education as a significant purpose)." We agree that the programs should be entertaining as well as educational, but we feel that broadcasters will not develop truly educational programming without a clear definition of educational objectives. We believe that an independent board made up of parents and educators should establish voluntary educational objectives as a guidelines for broadcasters. These guidelines should also contain definitions of what educational programming is not -- promotion of violence, disorderly conduct, and abusive language eliminate the educational value of programming.

(2) "The educational objective of the program and the target child audience are specified in writing in the children's programming report." We agree, but believe the programming report should be required to identify how the programming meets the defined objectives developed by an independent board as described above, as well as other criteria. Such reports should be made available to the public on request or through information networks such as internet email or web sites.

(3) "The programming is aired between the hours of 6:00 a.m. and 11:00 p.m." We believe this time period is too broad. We propose that educational programming should be focused on those times when parents are generally unavailable to supervise viewing behavior, and when children are not in school. The time period of 3:00 PM to 7:00 PM is a time of critical need for "latch key" children. Also, the time period of Saturday and Sunday mornings from 7:00 am to 11:00 am are prime viewing times for children. We believe that all broadcasters should be required to provide at least one hour of educational programming during these time periods. Such a requirement would foster competition and promote quality in these critical time slots.

(4) "The program is regularly scheduled." We believe that to be of value to children, they must know and expect regular availability of educational programming. Thus, regular schedules should be maintained for at least 70% or greater of a broadcaster's commitment to educational programming.

(5) "The program is of a substantial length (e.g., 15 or 30 minutes)." We agree that to be of value, programs should be at least one half-hour in length. Shorter educational segments embedded in a non-educational program can be of value, but should not be used to fulfill the commitment to programs each broadcaster is obligated to provide.

(6) "The program is identified as educational children's programming at the time it is aired, and instructions for listing it as educational programming are provided by the licensee to program guides." Providing information to parents is essential and should be done through multiple means - program guides are just one. Why can't broadcasters provide this information via information networks such as the internet? The Congress is currently considering "V-Chip" legislation that would require broadcasters to code programming as violent or objectionable content. Why not require broadcasters to code programming as educational?

Broadcasters have at their disposal an invaluable resource for children.

Yet without stricter regulation and leadership from the FCC, this positive potential for kids will remain unfulfilled. We hope you will support a revision of rules for educational television that will encourage broadcasters to develop truly excellent programming during times when children are most likely to be watching without supervision. We believe that the only incentive that broadcasters will respond to is competition.

We hope that the FCC will promote competition in childrens television by focusing it during those times when children need it the most.

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Sincerely,

Paul Schomburg & Janet Kotowski
12213 Bradbury Drive
Gaithersburg, MD 20878

cc: Commissioner Susan Ness: sness@fcc.gov
Commissioner Rachelle Chong: rchong@fcc.gov